

Title Page

©CLL 21711

"Hot as Hell"

AUG 10 1925

a Photoplay in 2 reels.

Author of Photoplay

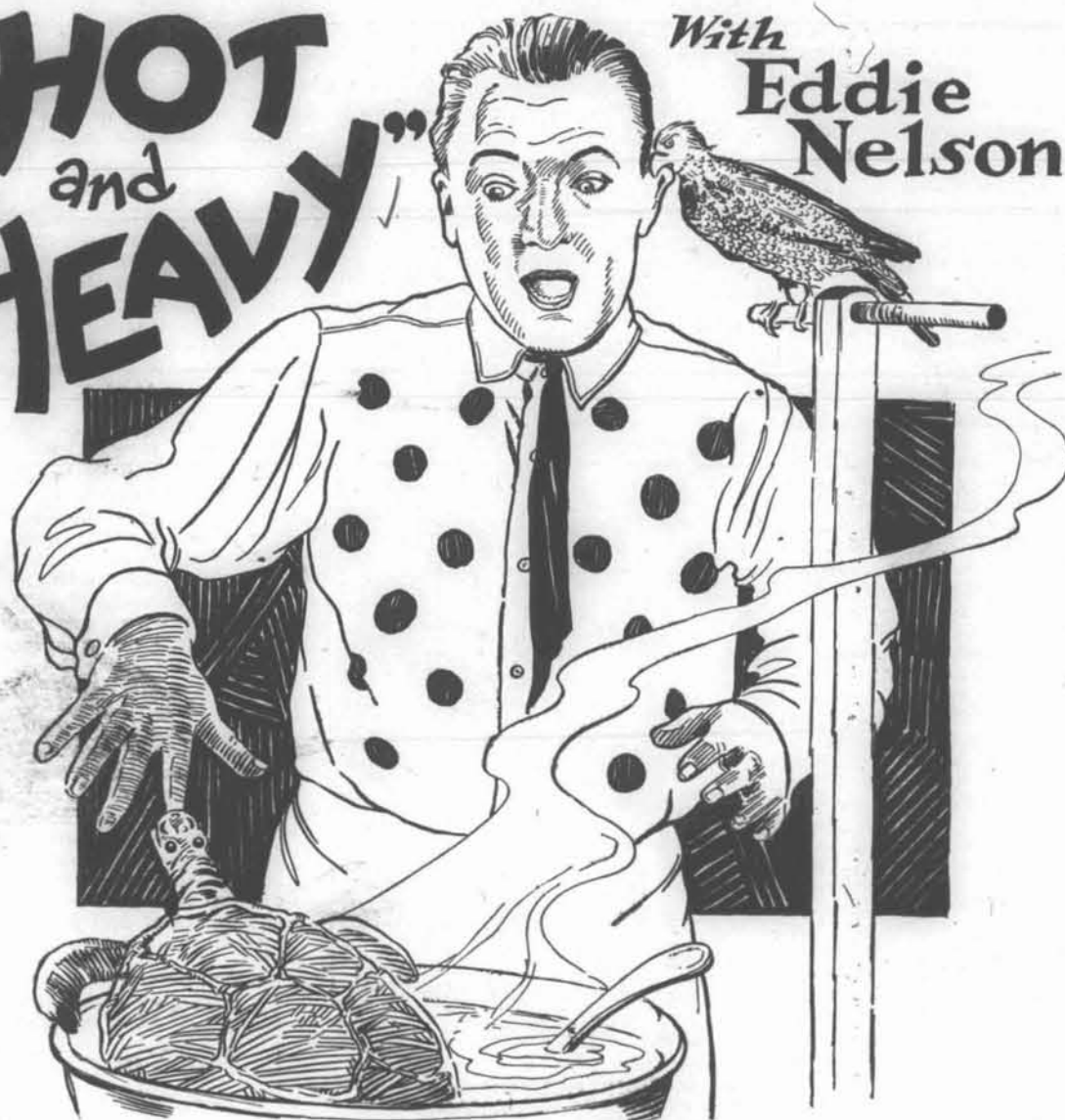
White Productions Inc.

USA

7/26/25
AUG 10 1925 / ©CLL 21711C
PRESS SHEET

MERMAID COMEDIES

✓ "HOT
and
HEAVY" ✓
With
Eddie Nelson



A Jack White Production



EDUCATIONAL FILM EXCHANGES, Inc.
MADE IN U. S. A.

"HOT AND HEAVY" BRINGS OUT VERSATILITY OF NEW STAR

Personality and Pep Place Eddie Nelson Among Outstanding Film Comedians

Scores of vaudeville patrons who have followed Eddie Nelson from the first days of his professional career as a struggling vaudeville comedian and have watched his rise to big time vaudeville, will be pleased to hear of his further successes as a film comedian.

In the new Mermaid Comedy, "Hot and Heavy," Nelson has every opportunity to display his talents and succeeds in making the most of them. Not a dull spot will be found in this crackerjack comedy; every scene is filled with ludicrous situations. The gags are put across in a most subtle manner, Nelson having that elusive "something" that denotes a comedian of long experience and natural skill.

It is safe to say that Nelson could be successful in many other branches of variety entertaining. "Hot and Heavy" contains bits showing his versatility as a juggler, balancer, dancer, athlete and mimic. His choice of the role of comedian as a vocation was a happy one as it permits him to apply all these talents to his screen work.

The Story

Eddie Nelson, a vaudeville artist out of work, wanders in front of the Blue Bird Cafe. Otto Fries, the hard-boiled bouncer of the place, spots Eddie and goes after him. Eddie proves too agile, however, and after a series of hair-breadth escapes reaches the top of a telephone pole, from where he is shaken down, only to land on Otto's head and knock him out.

The cafe proprietor, seeing his bouncer laid out, is amazed at the apparent prowess of Eddie. He is offered the job of waiter and successor to the bouncer, as a reward for his supposed fistic ability.

The first guests at Eddie's table are surprised at this waiter, who mixes service with entertainment. They are amused, until his antics end in a catastrophe, table and contents being smashed.

Meanwhile the cafe guests start dancing. Phil Dunham, embarrassed by the breaking of his garter, attempts to fix it hurriedly and fastens it by mistake to the garter of a nearby dancer. Both start off again, upsetting everybody in the place, and only realize something is wrong when they yank each other over the floor while attempting to reach their respective tables.

The fired Otto now reaches the scene, reinforced with some roughneck pals, intent on cleaning up Eddie. The pals remain outside, as Otto intends to toss Eddie out without delay.

The manager tells Otto that his prey has left by a window. Following suit, Otto himself is attacked by his pals, who don't stop to look at him.

After Otto bawls them out he returns and spots Eddie disappearing into another room. Eddie is followed out onto the roof and hopes to escape by climbing the flag pole. Otto fol-



EDDIE NELSON - in
EDUCATIONAL-MERMAID
COMEDIES.

For Electro Order No. 3725-E
For Mat (Free) Order No. 3725-M

lowing, succeeds in cutting down the pole, which falls across the street, landing Eddie on another building. Otto tries to walk the pole, which Eddie and a friend start rolling, until it drops off with all three onto two moving autos. They proceed until knocked off at a bridge, with Eddie's end of the pole hanging over the water. Otto tries to reach him and they both lose their balance and are last seen swimming away into a fade-out.

WHO'S WHO

in

"Hot and Heavy"

The Waiter... EDDIE NELSON
The Bouncer Otto Fries
 Phil Dunham
Patrons Ford West
 Estelle Bradley

A Jack White Production

EXPLOITATION

Sometimes an exhibitor comes out flat-footed and states that it is only the feature that will bring patrons to his house, so why should he give consideration to short subjects?

Such a shortsighted individual will never have his house packed as often as his more knowing brother whose better judgment tells him that there should be no "dead spots" on the bill, and that every "live spot" should be exploited.

New apartment house owners are reporting that a house which is in a desirable radio receiving location is easily leased and a house located in a district where radio reception is known to be poor, is somewhat of a liability. Here we have the radio fan picking his apartment with an eye to its favorable location and the prospects of "getting distance" on his radio set.

So it is with the dyed-in-the-wool movie fans; they are bound not only to be influenced by the feature, but to know and look for their favorite Short Subject star when choosing the evening's entertainment.

Give your Short Subject all the publicity and exploitation it deserves. It is a real box-office asset and it is a known fact that boosting a good Educational Short Subject will have more pulling power than putting all one's efforts on an ordinary feature.

PARAGRAPHS

For Your Program

The Mermaid Comedy "Hot and Heavy" is a show in itself, on account of the snappy laugh producing antics of Eddie Nelson.

* * *

The clever gags and side splitting situations in "Hot and Heavy" will keep you on your toes watching Eddie Nelson throughout the entire showing of this two-reel Mermaid Comedy.

* * *

"Hot and Heavy" is another feather in the cap of Eddie Nelson—long featured in vaudeville and musical comedy, and now in Mermaid two-reel Comedies.

"HOT AND HEAVY" BIG LAUGH WITH TALENTED STAR

Cleverness of Eddie Nelson Adds Much to Fast Mermaid Comedy

(Newspaper review for use after showing
of picture)

"Hot and Heavy," the new two-reel Educational-Mermaid Comedy at the Theatre..... this week, is a distinct comedy achievement.

The star, Eddie Nelson, is new to films but long a favorite with vaudeville and musical comedy fans the country over. His brand of comedy is most laughable and unusual. He makes use, to a good effect, of a great many talents to put his gags across, notably, juggling, dancing, pantomimicry and tumbling.

"Hot and Heavy" introduces Nelson as the familiar type of loudly dressed, nervy vaudeville performer looking for work in any line for a temporary means of staying off the pangs of hunger.

Without friends and awkward enough to make many enemies, he secures a job as a bouncer in a third class cafe and gets himself into many ridiculous situations. The action is fast and furious, every foot of film brings a fresh laugh or thrill.

"White Folks Enough In Dis County Now"

(Prepared as advance publicity story)

Eddie Nelson, playing featured roles in Educational-Mermaid Comedies, whose latest release, "Hot and Heavy," is playing at the Theatre..... this week, comes from an old southern family. In between scenes he is always surrounded by a group of fellow actors who are anxious to hear another of his almost inexhaustible supply of darky stories.

A favorite one he relates is about the time when his father was a leader in local affairs in an Alabama town. The labor problem was a favorite topic for discussion and a meeting was held to encourage the importation of skilled white labor from the north.

After the meeting the elder Nelson was accosted by an old darky who was a well known local character.

"Scuse me, Jedge," said the old darky, "but if its ain't nothing wrong in askin' what I'd like to know is—what you all has been doin' in dere to-night."

"Well, Rastus," said Judge Nelson, "the meeting was to devise a scheme to bring more white people down here. What do you think of the idea?"

"Why, Jedge," replied Rastus, "al-ready dere's mo' white folks in dis he'r county den us cullud folks kin support now."

REEL PART OF COMEDY FILM STAR MATCHES REAL LIFE EXPERIENCE



EDDIE NELSON
in a scene from
"HOT AND HEAVY"

For Electro Order No. 3764-E
For Mat (Free) Order No. 3764-M

Film Star Now; Once District Attorney

(Prepared as advance publicity story)

Highly diversified has been the career of Eddie Nelson, star of "Hot and Heavy," at the Theatre..... His father intended that he should be a lawyer and he actually practiced this profession in San Francisco. At one time he had the distinction of being an Assistant District Attorney, having been appointed before joining the Mermaid organization, by Mathew Brady, San Francisco's District Attorney.

Nelson's comic spirit got the better of him, however, and in recent years he has appeared in musical comedy productions of the Shubert, Henry Savage, John Cort and G. M. Anderson offices.

In vaudeville he has a large following, having been popularly known as "The Sunkist Kid," after a sketch of the same name, in which he covered the Orpheum and Keith circuits. His most recent metropolitan engagement being at the New York Hippodrome.

New Star Finds Comedy Situation in Films is Like Former Life

(Prepared as advance publicity story)

Little did Eddie Nelson suspect when he contracted to play comedy roles with Mermaid Comedies that almost the first part he would be called upon to enact was that of a jobless vaudeville actor in "Hot and Heavy," playing at the Theatre.....

Going back ten years in the life of Eddie Nelson is like going from Sunny California to the frozen north. At that time Eddie was struggling for recognition in vaudeville, but apparently he was the only person in this wide world to see the laugh-producing possibilities in a young person with such a serious exterior.

Interviewing hard boiled vaudeville agents for work in real life can hardly be classed as comedy, but when the same situation crops up in a comedy film part, if there is one person who can play the part to perfection it must indeed be Eddie Nelson.

The rebuffs handed out to the struggling vaudeville actor in "Hot and Heavy" are typical of the way the world has of getting the measure of a man and finding out his mettle.

In real life we do not find Eddie Nelson falling by the wayside, however, but instead we find him in a few years one of the best known vaudeville performers on the Pacific Coast, where he has been appearing on the Orpheum Circuit in his act, "The Sunkist Kid."

Previous to this he had played the Keith time in the East, including a two weeks engagement at the New York Hippodrome, and also in musical comedy with such productions as "The Last Waltz," "Echoes of Broadway," "The Winter Garden," "Lollipops" and "The Left Over."

Nelson's rise in motion pictures has been most rapid. Within two weeks after being tried out in single reel Cameo Comedies he was promoted to a starring spot in Mermaid two-reel Comedies because of his impressive work.

Nelson's work stands out as being very human and real. He does not resort so much to comedy make-up and attire as he does to a droll, happy-go-lucky, swaggering character with a most innocent way of getting himself into awkward situations.

Supporting Nelson in his newest Mermaid release "Hot and Heavy" are many well known favorites, including Otto Fries, Phil Dunham, Ford West and Estelle Bradley. This comedy is a Jack White Production.

COMEDY A NECESSITY TO LIFE

"Cultivate a sense of humor and continually look for the funny side of life."

This is the sum and substance of advice given by Dr. Frederick W. Seward to the American Institute of Homeopathy at its annual convention.

He adds that he is heartily in favor of comedies as being a decidedly beneficial thing, from a health standpoint. The fagged office worker can forget his troubles in the humor of the comics, he gets mental relaxation and forgets his own weariness by having a good laugh.

Comedies are to a motion picture program what the salads and desserts are to the family larder; we might get along without either for a period, but it would have a negative effect on one's financial or physical condition.

The logical way to secure the most patronage is to offer a program of sufficient variety to appeal to a crowd having many kinds of likes and dislikes. If you give

such a program the proper advertising consideration the response in increased patronage is bound to follow.

Give Short Subjects not just half hearted exploitation but give them the same proportionate attention that you give the feature. Very often when the feature proves weak, the only salvation you have is to play up Short Subjects to the limit.

With every Two-Reel comedy released by Educational Film Exchanges, you can secure the small size ad cuts such as those pictured below. Use them constantly in your newspaper ads. Use the accessories as well and you will prove to your complete satisfaction, that the response to Short Subject advertising and exploitation is often greater than you could secure by the expenditure of a similar amount on features alone.

Make use of your showmanship ability to push "Hot and Heavy." It is worth it.



One Column by One Inch "Ad" Cut
For Electro Order No. 3765-E
For Mat (Free) Order No. 3765-M



Two Column by One and One Half Inch "Ad" Cut
For Electro Order No. 3766-E
For Mat (Free) Order No. 3766-M

For Three Column Cut on Page One Order
Electro No. 3767-E Mat (Free) No. 3767-M

ACCESSORIES

Hand Colored Slides

Four Color One Sheets Four Color Three Sheets
Duo Tint 11 x 14 Lobby Cards
(Eight Cards to Set)

Black and White 8 x 10 Photos
(Ten Photos to Set)

One Column Newspaper Publicity Cuts and Mats
One Column Star Cuts and Mats

One Column, One Inch, Newspaper "Ad" Cuts
and Mats

Two Column, One and One Half Inch, Newspaper
"Ad" Cuts and Mats

Three Column, Six Inch, "Ad" Cuts and Mats
(All Mats Free)

And the Fullest Cooperation from Your Exchange
(Cuts and mats must be ordered by number)

CATCHLINES For Newspaper "Ads"

Enough comedy is packed in the two reels of "Hot and Heavy" to keep you laughing for a week—it's a new Mermaid Comedy featuring Eddie Nelson.

* * *

Eddie Nelson in "Hot and Heavy" proves a revelation to Mermaid Comedy fans—even the most blasé will laugh at his side-splitting gags.

* * *

"Hot and Heavy" with Eddie Nelson and a host of Mermaid Comedians, putting across a laugh a minute, proves a comedy sensation.

* * *

Eddie Nelson succeeds in making the new Mermaid two-reel Comedy "Hot and Heavy" a series of continuous whole-hearted laughs—He's droll, active and clever.

This document is from the Library of Congress
“Motion Picture Copyright Descriptions Collection,
1912-1977”

Collections Summary:

The Motion Picture Copyright Descriptions Collection, Class L and Class M, consists of forms, abstracts, plot summaries, dialogue and continuity scripts, press kits, publicity and other material, submitted for the purpose of enabling descriptive cataloging for motion picture photoplays registered with the United States Copyright Office under Class L and Class M from 1912-1977.

Class L Finding Aid:

<https://hdl.loc.gov/loc.mbrsmi/eadmbrsmi.mi020004>

Class M Finding Aid:

<https://hdl.loc.gov/loc.mbrsmi/eadmbrsmi.mi021002>



National Audio-Visual Conservation Center
The Library of Congress